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**SCHOOL IN SESSION: THE ISUZU DEALERSHIP MANAGEMENT PROGRAM**

With increasing regulatory demands, digital transformation, and shifting supply chain dynamics, the trucking sector faces a period of complex change that requires technically proficient and strategically minded leadership within dealerships.

Recognising this, Isuzu Australia Limited (IAL), Australia’s truck market leader, has invested strongly in ongoing professional development for its most valuable asset—its people—to drive long-term growth and customer satisfaction.

The Isuzu Dealership Management Program (IDMP) is one of the key initiatives that supports this vision, equipping dealership leaders with the advanced skills needed to drive performance across the Isuzu Dealer Network.

For the past 12 years, IAL has delivered the IDMP to current and emerging Dealer Principals, General Managers, and Senior Managers within the Isuzu Dealer Network, as well as selected participants from IAL’s head office.

**Knowledge is power**

The IDMP is part of a broader suite of learning opportunities that includes the Isuzu Dealer Executive Program (IDEP), the Isuzu Departmental Leadership Program (IDLP), and other development initiatives.

“The program provides a deep dive into the Australian trucking industry, along with insight into sales and management practices across the entire dealership business, resulting in a university-recognised postgraduate-level qualification,” said IAL Head of Network Development, Nathan Ton.

“We believe it’s a fantastic opportunity to learn from a wealth of industry experts with practical hands-on experience, alongside the modules and coursework.

“It is a significant commitment for our Isuzu Dealer management staff who participate, but we also know it pays off for the hardworking individuals who give it their all.”

**The right mix**

Experienced educators lead the program with academic and automotive industry backgrounds, ensuring participants gain practical insights grounded in real-world dealership operations.

Participants also benefit from keynote presentations, educational dealership site visits, and workplace-based assessments.

**Happy graduates**

To date, the Isuzu Dealership Management Program has graduated over 70 dealership professionals

In early April of this year, a new group of Isuzu Dealers completed the program and received their IDMP certification.

Jorden Gordon, Financial Controller of [Blacklocks Isuzu](https://www.blacklocksisuzutrucks.com.au/) in Wodonga, was among the recent graduates.

“Learning alongside dealers from across the country was a terrific experience, the IDMP provided a wide range of perspectives and the opportunity to share our experiences and network with each other,” said Mrs Gordon.

“It has given me renewed confidence to work closely with my peers at Blacklocks Isuzu with a greater understanding of how, as a team, we can look at ways of providing further customer benefits.

“Isuzu has done a great job in putting this program together, and I recommend it to others in senior roles at their dealership.

“The investment in the dealer network with programs such as this helps develop critical thinking skills and tools that are not only beneficial for me in my role, but also the entire dealership team and, most importantly, our customers.”

**Investing in people**

Significant changes are on the horizon for the Australian trucking industry, and proactive preparation to navigate the evolving landscape.

As an industry leader and the country's most popular truck brand for 36 consecutive years, Isuzu continues implementing strategic initiatives that equip its national Dealer Network with the knowledge, capabilities, and industry insight required to support Australian businesses operating Isuzu trucks.

“One of the pleasing aspects of the IDMP is the enthusiasm and commitment that our Dealers have shown towards the program, it really shows that they are finding value in the experience,” said Mr Ton.

“We also know that the effects of providing additional education opportunities like this are cumulative, as participants take the experience back to their dealerships and impart that knowledge to their staff.

“And importantly, these benefits all flow through to Isuzu Trucks customers, ensuring that they continue to be on the receiving end of the best business practices in the industry.”

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